

Hi!

I'm a UX Product Manager bringing together strategic, insight-led thinking and effective, goal-driven experiences to drive the **'Why?'** and the **'What?'** behind impactful products.

A curious and passionate mindset with experience in hands-on research and analysis, customer and stakeholder engagement to inform definition, objective setting, and prioritisation, through to co-ordinating delivery teams.

A background spanning experience design, UX, creative, UI/visual design, and web development. Activities include creating strategic brand, sales, engagement and activation experiences for financial services and asset management, international consumer mobile and automotive product launches, and innovation in consumer energy markets.

/ Highlights

T. Rowe Price (Else)
UX Product Management

Partnered with client PMs/POs, data and analytics teams, design delivery/ops, and developer teams. Building structure around product ways-of-working, through improved **stakeholder engagement, research, definition and prioritisation** and **performance metrics**, including leading definition on **improved behaviour-led audience segmentation**.

T. Rowe Price (Else)
Experience Lead

The **'Digital Campaigns Toolkit & Playbook'** enabled flexible, high-quality, conversion-oriented, self-published campaign experiences for marketing teams covering **28 countries**. It **reduced turnaround timelines from months to days** and **reduced campaign creation costs by over two-thirds** by **eliminating dependencies** on design and development. It also enabled campaign and publishing teams to be **more dynamic and adaptive to changing business priorities and market events**.

Else (Internal)
R&D Product Development

'Product 1': Co-creation of **EdTech platform** aimed at generating, scaling and scheduling dynamic, human-centred, hyper-personalised learning, development and growth pathways. Going beyond academic catch-up and top-up to provide **a more holistic approach to learning and development**.
(Concept and early funding pitch material in development.)

'Product 2': Co-creation of **'charity + retail' platform** aimed at facilitating **cashless donations/top-up and spending for unbanked people**, such as people sleeping rough, or those within the asylum application process.
(Concept and early funding pitch material in development.)

Nokia (Mirum JWT)
Open Innovation Platform

Working with Nokia's Head of Innovation to define and shape a new 'innovation through collaboration' platform. 'Open Ecosystem Network' quickly built a global community of **over 35,000 entrepreneurs, project leaders, technologists, design and development experts**, and has launched **over 150 innovation challenges**. It represents **an open alternative track to expensive internal R&D programmes** by providing a collaboration and workspace platform, smart tools and feature-set, where self-defining, cross-discipline teams can come together to explore and develop novel applications of IP and SDKs from Nokia and **partners including Dell, Microsoft and Barclays**, with additional **incubation and acceleration pathways**.

/ Experience

Aug 2018 – Sep 2023

Else London

Snr Experience Architect

- Squad Team Lead
- Stakeholder partnership / management
- UX / Experience Architecture
- Research planning and co-ordination
- Metrics and audience segmentation
- Workshop creation / facilitation
- Mentoring and coaching

Feb 2015 – Jul 2017

Mirum (JWT), London

Creative Lead (UX)

- Partnering with clients to identify new opportunities
- Directing project creative and design teams
- Leading experience design for pitches and proposals
- UX / Experience Architecture
- Prototyping

Oct 2007 – Jan 2015

Activeark / Activeark JWT, London

Design & Creative Lead

- Lead UX / UI Design
- Creative Concepting
- Design & Art Direction
- Coding / development

/ Education

2001

Royal College of Art

**MA (RCA) Communication
Art & Design**

1998

London College of Printing

**BA (Hons) Graphic
& Media Design**

T.RowePrice®

 **Microsoft**

NOKIA



 **Nestlé**


Holiday Inn

SONY

 **opap**

Johnson & Johnson

 **vodafone**

ACTIVIA



CREDIT SUISSE 

SAMSUNG

Canon